

CLAIMS:

1. An air freshening or purifying device comprising a container, the container having an open side defining a gel receiving surface, which surface has therein a plurality of projections defining recesses therebetween for retaining a gel, said device further comprising a base located at a lower end of the container for supporting the container such that the gel receiving surface is in a substantially vertical orientation, wherein the container and base are both thermoformed from a lightweight plastic material.
2. An air freshening device or purifying device as claimed in claim 1 in which the base is formed with a slot for receiving at least a portion of the perimeter of the container.
3. An air freshening or purifying device as claimed in claim 1 in which the base is integrally formed with the container.
4. An air freshening or purifying device comprising a container, the container having an open side defining a gel receiving surface, which surface has therein a plurality of projections defining recesses therebetween for retaining a gel, said device further comprising a base formed with a slot for receiving at least a portion of a lower end of the perimeter of the container for supporting the container such that the gel receiving surface is in a substantially vertical orientation, wherein the container and base are both thermoformed from a lightweight plastic material.

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5. An air freshening or purifying device comprising a container, the container having an open side defining a gel receiving surface, which surface has therein a plurality of projections defining recesses therebetween for retaining a
5 gel, said device further comprising a base located at and integrally formed with a lower end of the container for supporting the container such that the gel receiving surface is in a substantially vertical orientation, wherein the container and base are both thermoformed from a lightweight
10 plastic material.

6. An air freshening or purifying device as claimed in any one of the preceding claims in which the container is formed with a circumferential rim.

15 7. An air freshening or purifying device as claimed in claim 6 in which the rim has a width greater than the depth of the gel receiving surface.

20 8. An air freshening or purifying device as claimed in any one of the preceding claims further comprising a removable cover applied to the container to cover the gel receiving surface.

25 9. An air freshening or purifying device as claimed in claim 6 in which the removable cover is made from a foil material which is heat sealed to the container.

30 10. An air freshening or purifying device as claimed in claim 8 in which the removable cover is made from a plastic laminate which is heat sealed to the container.

11. An air freshening or purifying device as claimed in any one of the preceding claims in which the container is filled with a gel composition.

5 12. An air freshening or purifying device as claimed in claim 10 in which the gel composition is a fragrance.

13. An air freshening or purifying device as claimed in claim 10 in which the gel composition is an insecticide.

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14. An air freshening or purifying device as claimed in claim 10 in which the gel composition is an air purifying composition.

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